

George Brown wins the double cohort recruitment battle: applications up 30 per cent, twice the Ontario average

All eyes are on George Brown this spring as the Ontario college that won the great 2003 double cohort student recruitment battle.

The college emerged as the clear winner in the past few weeks with a whopping 30 per cent increase in applicants for fall 2003 over last year. That's more than twice the Ontario college average of less than 13 per cent, and more than 50 per cent above Seneca, it's nearest rival in the GTA with a 19.5 per cent increase in applications.

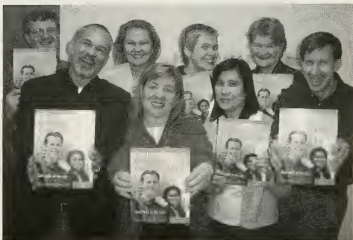
Other Toronto area colleges fared even worse: Centennial in Scarborough had a 17.3 per cent increase, Durham was 17.2 per cent, Humber 14.4 per cent and Sheridan College in Oakville trailed the pack at 8.6 per cent.

In all, the number of applicants to George Brown

increased from just over 18,500 this time last year to more than 24,000 this year. Of those, just under 15,000 were secondary school students (up 26.3 per cent from last year) and 9,000 were out of school (up 36 per cent).

The increase in applications for fall 2003 is important for George Brown's future because it helps the college to meet its immediate enrolment and financial targets, as well as permits the college to selectively enroll more students who have higher academic qualifications and may be more likely to persist to graduation and succeed in the workforce, according to college Marketing Director Joyce Lamb.

How did George Brown win this crucial recruitment battle? With a significant investment in fundamental



George Brown's winning Recruitment and Marketing team put George Brown into top spot in Ontario for fall 2003 full-time applications. From left: recently retired webmaster Wayne Herd, Recruitment Officer John Banning, recently hired webmaster Katrina Avrutov, Marketing Director Joyce Lamb, Recruitment Coordinator Diana Pugliese, Marketing Assistant Rosemarie Cason, Recruitment Manager Rosalie Starkey, and Senior Communications Officer Neil McGillivray.

college-wide marketing tools, says Lamb. "We enhanced our full-time calendar, web site, and student recruiting programs so we could present a more appealing image to more people," she says.

The recruitment plan started more than two years ago when work began on making the college's web site more visually appealing and easier to navigate for potential students.

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Student satisfaction is front and centre at GBC

Hotel Management students Rithma Jayawara and Liat Sapir wanted to sit and study after classes one snowy afternoon in early March. Finding the few seats in the Hospitality building at 300 Adelaide Street East already occupied, they were forced to choose between sitting on the floor or gathering their books and making the trek across the street to the main St. James Campus building.

They opted for the trek. "There are no tables to sit at in our building so we

have to come here", says Liat, looking around the business area on the third floor of 200 King Street East.

The tinge of frustration in her voice betrays a dissatisfaction with George Brown services and facilities that is common to many students at the college. It's a dissatisfaction bred of dozens of annoyances both big and small: unanswered phones, class scheduling mistakes, long line ups, bureaucratic runarounds and poor or misleading communication.

It is probably a dissatisfaction like this that has kept George Brown student satisfaction ranking low in the annual Key Performance Indicator (KPI) surveys over the past four years.

"In the past a tremendous amount of work was done by individual groups but the change wasn't integrated. Small gains were made, but systemic changes eluded us," says Community Services faculty member Brenda Pipitone, who has been second to help lead the project

Now the college is tackling student satisfaction issues in a new way that takes an integrated, team approach to solving the problem. It's bringing together staff from all parts of the college to address satisfaction issues, develop solutions that will work, and positively affect all college staff as well as the satisfaction of students.

The ambitious two-year project is called Student Life Cycle (SLC) because it will examine all phases of the relationship a student has with

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Student satisfaction (continued from page 1)

the college and every contact, from their first phone call or e-mail until after they have graduated and become an alumnus. The satisfaction issues uncovered during the 14-week discovery phase of the project last fall won't come as a surprise to most college staff, says Wayne Poirier, who left his position as Executive Director of the George Brown Student Association to join Pipitone, as well as a third, yet to be named project manager as SLC leaders. "Both staff and students identified the same things from different perspectives," he says.

The aim of SLC is to find the best way to bridge a satisfaction gap to really deliver exceptional service to our students. "We're looking at optimum solutions, not just fixes," says Pipitone.

The action phase of the SLC project began in the last few weeks when the staff teams began meeting. Almost 30 people have already joined the teams, some spending half days working on the project, and many more will join in the coming weeks and months.

The teams so far have concentrated on two major projects.

The first is the construction of student service centres at

Casa Loma and St. James Campuses that will physically unite existing services in one large area and become the location of new services such as program advisement for prospective students. This will be the place students go to access all types of information and get help to solve problems. The goal of the service centre is to reduce the amount of running around involved in solving issues and to reduce student contact within the college to one or two individuals who can provide the help needed, says Pipitone.

The second major project is a redesign of the college's processes and systems to make them user-friendly for students and staff, whatever their preferred method of interaction – by phone, on the web or in-person. The new system should be efficient, accurate and integrated with the other systems in the college.

The redesign of services will also involve improvements to communication systems, including building a common information repository as well as the underlying computer systems that will track student contacts and store information for easy retrieval. There will be



Gathering student feedback (l to r): Students Rithma Jayawara and Liat Sapir look over fabric swatches with Student Life Cycle leaders Brenda Pipitone and Wayne Poirier. The chosen fabric will cover new furniture that will be placed in lounges and open areas to help meet a seating shortage at the college.

improvements to student lounge and workspaces, as well as a washroom renewal project. Scheduling and timetables are under significant review already and will show dramatic improvements this fall. There is also a group looking at the human resources and training requirements to ensure that staff feels well equipped and able to deliver services to students.

One key goal of both current SLC projects is to design processes that allow students to do as much as possible for themselves, rather than involving staff help for the repetitive routine transactions.

"Self-service means that

more mundane activities will be done automatically, freeing staff to creatively solve more interesting and complex problems," says Poirier.

"Self-service could create new, more interesting positions."

Soon Rithma and Liat will notice substantial change to the spaces they work in and over the long term, these students will enjoy a brand new way of being served.

SLC leaders are seeking staff and student volunteers who want to be involved in these exciting projects.

Brenda Pipitone can be reached at ext. 2614 and Wayne Poirier at ext. 2456 or by e-mail at slc@gbrown.on.ca.

Recruitment (continued from page 1)

"The web site is critical in recruiting people who are out of school," says Lamb. "External users of our web site have doubled in the last two years. That's a huge increase in interest in the college."

The 2003/2004 calendar itself was redesigned with a 28-page glossy colour section in the front that highlights the college's academic centers and their ties with job growth sectors of the local economy. The print run was also increased to accommodate more demand in the double-cohort year.

"We're presenting our college positioning as Toronto's City College much more clearly than in the past, and people are responding to it," says Lamb.

The last element in the recruiting plan was a 30 per cent increase in school visits starting in fall 2002. Schools in the GTA suburbs near GO Train lines were visited this past fall. Activity continues this April to promote George Brown's new degree programs that start in September.



Access Centre student on the road to success

Roya Miller, a former student in the George Brown Access Centre's Academic Bridging program, is shown here with Toronto Police Chief Julian Fantino at her graduation from the Toronto Police Auxiliary program. Roya recently completed her English credits through the Access Centre and is now in the training program to become a Toronto Police Court Officer.

11th Annual Labour Fair – *Labour in Dangerous Times: Working for a Better World*

Monday, March 17 to Friday, March 21, 2003

This year's Labour Fair tops all previous ones in the number of union speakers coming into GBC classes to give the union movement's message of equity, justice and respect for working people.

And, for the first time ever, a first year Fashion student at Casa Loma, Natasha Gordon, has won the annual Labour Fair poster contest, with a \$300 prize. As a lead-up to the Fair, special displays of the 28 finalists in the poster contest are featured on the 4th floor of 160 Kendal and 200 King Street.

Over the course of the week at the college's five campuses, union speakers

will be taking on issues like diversity, health and safety, downsizing, globalization, technological change, organizing and collective agreements. A number of speakers are giving the union's on-the-ground perspective of occupation-specific issues in nursing, fashion, hospitality and apprenticeships.

The Labour Fair is about fun, too. Poignant and hilarious singer/songwriter Evalyn Parry ("spoken word and music...with a revolution in mind") performs on Thursday, March 20 at noon on the 5th floor of the Sally Horsfall Eaton building at our Ryerson campus.

With a cross-college committee of 20 staff and students, the Labour Fair is organized by the School of Labour in the Centre for Community Services and Development. Events are funded by the President's office, OPSEU Locals 556 and 557, the Toronto and York Region Labour Council. Additional sponsors include the GBC Student Association and the Ontario Federation of Labour's Youth Committee.

For more information or for an updated program, check the School of Labour's website www.gbrownc.on.ca/schooloflabour or call Maureen Hynes at ext. 2549.

Technology in the City 2003 coming March 25

Just a reminder that Technology in the City 2003 is being held March 25 from 11:30 am to 7:30 pm at the George Brown Casa Loma campus. Here's a list of the day's events:

Student competitions

Judging will take place between 12:45 and 2:30 pm

11:00 am to 7:30 pm

Industry Trade Exposition

12:00 to 3:00 pm

High School Student Tours

1:00 to 3:00 pm

George Brown student project demonstrations

5:00 to 7:30 pm

Open House

For more details on Technology in the City 2003, call Anne Kennedy at 416-415-5000 ext. 4476.



Tutti a Tavola a night to remember

On February 25, more than 200 guests attended George Brown's annual Tutti a Tavola, the fundraising extravaganza of gourmet foods, fine wine and musical entertainment. Guests sampled offerings from more than 12 restaurants and seven wineries, as well as selections from the George Brown Apprentice and Pastry Arts classes. Chef Ivano Zambotti (shown right in photo above with Gianpiero Tondina, Executive Chef, Copper Creek in Kleinburg) is the organizer for this annual event, which supports the Italian Culinary Arts students' externship to Italy.



Dancers rehearsing for Dance Festival performance in Guelph

Members of the George Brown Dance Student Ensemble are shown here rehearsing for their upcoming appearance at the Guelph Contemporary Dance Festival being held April 5 and 6 at 2:00 pm at the Riverrun Centre. They will be performing Bengt Jørgen's L'Aita. (See details in upcoming events).

Unheard Voices, Living with Hearing Loss has big impact on audience

On February 20 GBC hosted a one-woman play about hearing loss entitled *Unheard Voices* at the Casa Loma Campus. The show's star Gael Hannan is a researcher, writer and well-known advocate in the hard of hearing community. More than 40 Deaf, hard of hearing and hearing students and staff from a variety of programs – Hearing Instrument Specialist, Community Worker, ASL – English Interpreter – laughed, cried and were generally enthralled by Gael's presentation. The event was organized by Deaf & Hard of Hearing Services, Student Affairs, and the Hearing Instrument Specialist Program. Special thanks go to the Association of Hearing Instrument Practitioners and the GBC Office of the Human Rights Advisor for sponsoring this event.



George Brown Creative Arts and School of Design students showcasing their talent

Creative Arts and the School of Design has announced the following upcoming events:

April 11 to May 6 – The Jewellery Grad Show 2003 METALmorphosis is being held at Bounty Canadian Contemporary Craft Shop at Harbourfront, 235 Queens Quay West. Awards will be presented at the opening night reception being held April 11, 5:30 to 8:00 pm. Contact Paul McClure at ext. 3638 or call 416-973-4993.

April 12 – George Brown Dance Spring Graduation Showcase is taking place at the Toronto Centre for the Arts, 5040 Yonge Street, at 8:00 pm. Tickets are \$15 for students and seniors and \$25 for general admission. Tickets available through Ticketmaster at 416-872-1111. Call Christine Heath at 416-415-5000 ext. 2196.

April 24 – Fashion Techniques and Design is hosting its Annual Fashion Show. The times and location are to be announced. Contact Rosa Fracassa at ext. 2997.

May 22 and 23 – Dance students will be participating in the Ballet Jorgen Dance Festival at the Isabel Bader Theatre, 93 Charles Street (across from the Museum subway station) at 8:00 pm. Contact Christine Heath at ext. 2196.

School of Design Events:

March 10 to 21 – Second Year Show, St. James Campus, 2nd Floor (Open House and Reception March 20, 6 to 8 pm).

March 24 to April 4 – Third Year Show, St. James Campus, 2nd Floor (Open House and Reception March 27, 6 to 8 pm; Awards presentation and Guest Lecture – April 15).

April 14 to 18 – Design Exchange Exhibition, 200 Bay Street, Main Floor.

April 21 to May 2 – Director's Design Competition Exhibition at Realtime, 55 Mills Street (Distillery District).

For information on School of Design events contact Alice Lee at ext. 2103.

upcoming events

George Brown College's 11th Annual Labour Fair
March 17 to 21

All campuses
Call Maureen Hynes at 416-415-5000 ext. 2549

Hospitality & Tourism Discovery Days

March 20, April 15, May 4 (2:00 to 4:00 pm)
Take a complete tour of the facilities, see demonstrations by chef/instructors, etc.
Call Heather Conrie at 416-415-5000 ext. 2239

Jammin' to Jamaica Fundraiser

March 21 (6:00 pm reception/cash bar, dinner at 6:45) Siegfried's

Tickets are \$60 (You can also sponsor a resource bag for students in Jamaica for \$15). Funds go to the Centre for Early Childhood Development field placements.
Contact Lynn Wilson at 416-415-5000 ext. 2340

Free True Colors® Workshop

March 24, May 5 and 26, June 16 (6:30 to 9:30 pm)
St. James Campus, 200 King St. E., Room 461D
Call 416-415-2000 ext. 3444 and press 3 to register.

Technology in the City

March 25
Casa Loma, 160 Kendal Avenue
Call Anne Kennedy at 416-415-5000 ext. 4476

The Annual Intervenor (for Deaf-Blind Persons) Program Open House

April 2 (11:00 am to 2:00 pm)
St. James Campus, 200 King St. E., Gymnasium, 6th Floor
Call B.J. Landry at 416-415-5000 ext. 2357

Free Career Planning Workshop

April 7, May 12, June 9 (6:30 to 9:30 pm)
St. James Campus, 200 King St. E., Room 461D
Call 416-415-2000 ext. 3444 and press 1 to register.

Theatre School Productions

April 15 to 26
Spring Repertory Season:
Lady Windemere's Fan and *The Visit*
George Brown Theatre,
530 King Street East
Tickets are \$15 for general admission and pay-what-you-can for Saturday matinees.
Call 416-415-5000 ext. 2167

Applied Degree Information Session

April 16 (6:30 to 8:30 pm)
St. James Campus, 200 King St. E.

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Story ideas?

Contact Rosalie Starkey at 416-415-5000 ext. 4842 or rstarkey@gbrownc.on.ca
Editor: Joyce Lamb Writer: Denise Deveau
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